

\*\*\*For Immediate Release\*\*\*



**Shmaltz Brewing Company Celebrates the Summer Season with Barrel Aged Dark Ale  
*CHANUKAH IN KENTUCKY...in JULY!***

***Limited Release, Limited Markets, but Limitless Bourbon-Infused Flavor  
in this 8% ABV Dark Ale Brewed with 8 Malts, 8 Hops  
and Aged in Heaven Hill and Jim Beam Barrels***

**Clifton Park, NY -- Thursday, July 21, 2016** – You may have heard of Christmas in July, a phrase that started in 1933 at a girls camp in North Carolina and was the title of a movie released in 1940. But what about our Hebrew Tribe? Why is there no Chanukah in July? And why should the southern hemisphere get to have all the winter holiday fun in July? Not to worry, Shmaltz Brewing is here for you with its extra special summer 2016 release of **Chanukah in Kentucky...in July®!**

Shmaltz's latest rare and precious **Chanukah in Kentucky...in July**, a luscious dark ale aged in bourbon barrels, pairs perfectly with summer foods, favorite friends and family, and unique beer-loving palates. The barrel aged beauty is the result of freshly fermented **Hanukkah, Chanukah: Pass the Beer®** aged in Heaven Hill and Jim Beam bourbon barrels. Eight months and many sensory tastings later, this latest Chosen Beer has developed an array of gifts for the beer lover's taste buds: complex flavors of dark cherry and dates, light coffee roast and bakers chocolate. A confection of toffee, caramel, hints of vanilla and maple all arise with the unmistakable aromas of barrel strength bourbon from the second-use boozy barrels.

"**Chanukah in Kentucky...in July** is a delightful experiment that leans on the 8 malts, 8 hops and bourbon-splashed woody oak to impart a rich flavor and medium body," says Richie Saunders, Head Brewer at Shmaltz. "It's a boundary-busting brew created just for our dedicated tribe of summer-loving craft beer freedom fighters."

**Chanukah in Kentucky...in July** is now available on draft at select chosen beer bars throughout the 35 states within Shmaltz's distribution network. Get it when you see it – there's no miracles coming to keep the beer flowing once this batch is gone. This month, Shmaltz features **Chanukah in Kentucky...in July** at launch events occurring in select cities across the country. Please see the list of events below.

### **Shmaltz Brewing Regional Events -- Chanukah in Kentucky...in July!:**

**\*Friday, July 22, 2016 @ Shmaltz Brewing Company** (6 Fairchild Square, Clifton Park, NY, 4pm-8pm): Join Shmaltz Brewing for a *Chanukah Hoedown* at the official Upstate New York release party of Chanukah in Kentucky...in July®. Shmaltz serves up Chanukah in Kentucky...in July® with a side of southern hospitality, including bluegrass music, southern style foods, and a latke contest. Just follow this simple [latke recipe](#) and jazz up your potato pancake as you please. A panel of talented and hungry judges will decide which latke takes home a special prize.

**\*Thursday, July 21, 2016 @ State Craft** (Route 11, Brewerton, NY, 6pm-8pm): Shmaltz pours Chanukah in Kentucky... in July® as well as three additional Shmaltz Beers.

**\*Thursday, July 21, 2016 @ El Bait Shop** (200 SW 2<sup>nd</sup> Street, Des Moines, IA, 7pm-10pm): Shmaltz pours Chanukah in Kentucky... in July®, Star Trek Golden Anniversary Golden Ale: The Trouble With Tribbles, Bittersweet Lenny's RIPA®, Slingshot American Craft Lager®, She'brew Triple IPA®, and Funky Jewbelation®.

**\*Saturday, July 23, 2016 @ The Playhouse** (820 S. Clinton Ave, Rochester, NY, 3pm-8pm): Come help Shmaltz Brewing and The Playhouse celebrate Chanukah in Kentucky...in July®. The event includes Ugly Tank Tank/Board Shorts contest, a dreidel tournament, and watching the Lambchop Chanukah special.

**\*Wednesday, July 27, 2016 @ 2 West Bar and Grille** (316-322 Church St., Saratoga Springs, NY, 5pm-7pm): Hats off to Chanukah! Wear your finest Saratoga hat and sample Chanukah in Kentucky...in July®.

**\*Thursday, July 28, 2016 @ 44 Stone Public House** (3910 Peachtree Dr., Columbia, MO, 7pm-10pm): Chanukah in Kentucky...in July®, Slingshot American Craft Lager®, Bock Bock®, She'brew Triple IPA®, Wishbone Session Double IPA®, Star Trek Golden Anniversary Golden Ale: The Trouble With Tribbles will be on tap. The event features a dreidel tournament to win swag.

**\*Tuesday, August 2, 2016 @ Hair of the Dog** (1212 Washington Ave., St. Louis, MO, 7pm-10pm): Shmaltz Brewing will pour Chanukah in Kentucky...in July®, Hop Manna IPA®, Slingshot American Craft Lager® and Bock Bock®.

**\*Thursday, August 4, 2016 @ Dock Brown's on Saratoga Lake** (511 NY-9PM, Saratoga Springs, NY, 6pm-8pm): Why wear an Ugly Christmas Sweater in July when you can sport some ugly board shorts (or bathing suit) to celebrate Chanukah in July! Sample Chanukah in Kentucky... in July® and get festive!

Additional launch events will be added on [shmaltzbrewing.com/calendar](http://shmaltzbrewing.com/calendar)

#### **About Shmaltz Brewing Company**

Founder and owner Jeremy Cowan established Shmaltz Brewing in San Francisco in 1996. The first 100 cases of He'brew Beer® were hand-bottled and delivered throughout the Bay Area from the back of his Grandmother's Volvo. Shmaltz Brewing now sells He'brew Beer across 35 states, through 40 wholesalers and in nearly 5,000 retailers.

After 17 years of being an outspoken cheerleader for contract brewing, Cowan and staff opened their own New York State production brewery in 2013 in Clifton Park, 10 minutes north of Albany. Shmaltz's home boasts a 50-barrel brewhouse with 30,000 barrels of annual capacity and packages a diverse and tasty variety of core and seasonal favorites in 12 and 22-ounce bottles and kegs. The Shmaltz Tasting Room is open five days a week (Wed-Sun) and offers tours, barrel-aged previews, beer-to-go, and special releases.

[RateBeer.com](http://RateBeer.com) ranked Shmaltz as one of the "Top 100 Brewers in the World" in 2013, and the brewery brought home 10 gold and 6 silver medals from the World Beer Championships in the past several years.

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For more information, please visit:

[www.shmaltzbrewing.com](http://www.shmaltzbrewing.com)

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